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DESTRUCTIVE FORCE OF SILENCE.

Can a business man who has built up a good name and a steady trade with the assistance of advertising ever afford to quit advertising and run along on the good will and name he has built up?

This question is discussed and answered in an article from Calkins & Holden, Inc., 250 Fifth avenue, New York. The title is "The Destructive Force of Silence." The article follows:

"We have advertised a long while," said a manufacturer who wished to stop. "And have good will. That good will will last us for a long while. We don't need to add to it right now."

"To some extent that is so. The flywheel goes on turning for a while after the power is shut off. But not for long. And when it stops it takes more power to start it, by six times, than it takes to keep it running."

"One might almost as well say: 'We won't buy coal now that it is so expensive, we will gradually chop up the plant and burn that in the furnace until coal is cheaper. And then we can rebuild the plant.'

"Good will is a fine thing to use. 'But not a fine thing to use up. 'Nothing is ever finished—done. Time is destructive. Stop building up and time starts tearing down. Some things last longer than others. But nothing lasts so very long. You think of your plant, for instance, as built. But it only stays built because you are painting and repairing and gradually replacing it bit by bit."

"Think how much more rapid the inevitable loss in a thing so intangible as familiarity—as reputation—as good will."

"Out of sight, out of mind—not all in a minute but before so very long. 'Advertisers who stop advertising expose the advertising structure, on which they have invested much money for many years, to elements quite as destructive and more rapid in their action than those which attack and disintegrate an unfinished, abandoned building."

"In almost every community you will find the ruins of an ambitious but unfinished mansion—generally called 'Somebody's Folly.'"

"Much money went into the work and then financial reverses stopped it all. And the winds blew and the rains descended and the sun warped the wood and the dampness rotted it, and rust and decay completed its ruin."

"Now, an advertising structure, dependent on familiarity and reputation, can never be finished even to the extent that a building can be finished. We venture to say that never, in your most optimistic moments, have you felt that your advertising structure was finished and that it would shelter and protect your established business forever after."

"No, you realize, when you stop to think, that the work of building must go on until the end of time."

"Good will is a fine thing to use. 'But not a fine thing to use up. 'It is lamentably true that the public soon forgets names which one would think had been graven upon their memories. This fact can be tested by asking your neighbor who was the man who obtained so much advertising by being the running mate of Governor Cox in the recent campaign. We have almost forgotten him because his name is not advertised as it was then. Or who was that man so much advertised in Utah newspapers just a year ago when his automobile was found in the river over the embankment in Weber canyon and an extensive search was made for him?"

Ivory soap, Coca Cola, Wrigley, Fletcher's Castoria, etc., see to it that the public's memory never gets cold insofar as their names are concerned."

MRS. OLESEN IS SUCCESSFUL.
Much interest will center in the senatorial campaign in Minnesota where Anna Dickie Olesen has been nominated as the Democratic primary candidate.

Mrs. Olesen is to make the race against Senator Frank B. Kellogg who was nominated on the Republican ticket. She is a talented woman with a strong appeal to the imagination. Her campaign motto is Washington's declaration, "Let us raise the standard to which the wise and honest can rally—the event is in the hands of God."

If Mrs. Olesen is successful, she will be the first woman to enter the United States senate.

SECRETARY IN TROUBLE.

It was to have been expected when Secretary Weeks said that national legislation now was at its lowest ebb, there would come an expression of resentment from congress. Senator Capper of Kansas has declared that the secretary is out of tune with the Harding administration and that if he does not resign his resignation might very properly be requested by the president.

Secretary Weeks has lost faith in the American people and is disposed to question the wisdom of allowing popular elections. He regrets that senators are elected by popular vote or that the constitution has undergone amendment. He would much prefer to have a few do the thinking and voting, and the few would be those who think as he does.

Senator Capper is right in saying that the resignation of the secretary should be requested.

DISCOVERIES IN RADIO.

Marconi, the wireless wizard, has made another discovery which promises to give a greater field of activity to radio. He has invented a radio searchlight by means of which radio waves may be sent in a given direction as though a beam of light, instead of being radiated to all points of the compass. By means of the reflectors speech has been exchanged over a distance of ninety-nine miles using short waves and it is possible to reproduce a radio telephone song or speech 200 times louder than ordinarily is possible; and what is more, we are told speech is transmitted without distortion. The transmitting aerial can be used for sending and receiving at the same time.

Marconi has discovered that short waves are not interfered with by static which gives so much trouble to amateurs.

The great electrician says a certain kind of static called "grinder" originates over Africa and another "violent click" type is experienced over South America. Perhaps we are about to discover new world mysteries—new forces of which science has had no knowledge, and Marconi in his work in the field of radio is doing his full part to explore new fields.

By the way, are the boys of Ogden, who have taken much interest in radio, following closely the discoveries? If they are, they are being kept mentally awake.

TRAILING AN OFFENDER.

Driving a car on the Riverdale road on last Saturday, a stranger ran over and killed an 11-year-old boy. Without stopping to investigate the extent of the injuries to the child, the auto driver speeded up and disappeared. Fortunately his car number was obtained, and by persistent effort of the chief of police, the man has been identified and now he is being traced to his destination and instructions have been given to place the offender under arrest.

Any driver of a car who knowingly strikes a man, woman or child and fails to stop to inquire as to the damage he has done or to offer assistance should be traced, if necessary, across the continent and brought back to the scene of his offending.

At times accidents are unavoidable, but to slink away from doing a humane act is unpardonable in that it is premeditated.

ENFORCING THE LAW.

Lawns and gardens are being invaded by vandals and the city authorities are called on to find a way to check the depredations.

In all law enforcement the people themselves are the most powerful factors. They must do their part in supplying evidence to convict those who disregard the law.

The police are almost helpless if those who see the laws broken fail to offer their services in testifying against the lawless.

A community will have law observance in the ratio of community effort to enforce the law.

SIX KILLED AT A CROSSING.

This is a period devoted to the "careful crossing campaign" during which the American Railway Association is placing notices in every available place warning travelers in approaching crossings to be careful. This campaign has been on in an intensified form since the first of the month, but the reckless driver continues to fall to obey the injunction, "Stop, Look, Listen!" On Tuesday, near Macon, Ga., six tourists en route in an automobile, were killed when a Central of Georgia passenger train struck their machine. Every member of the party paid the extreme penalty of a driver's carelessness.

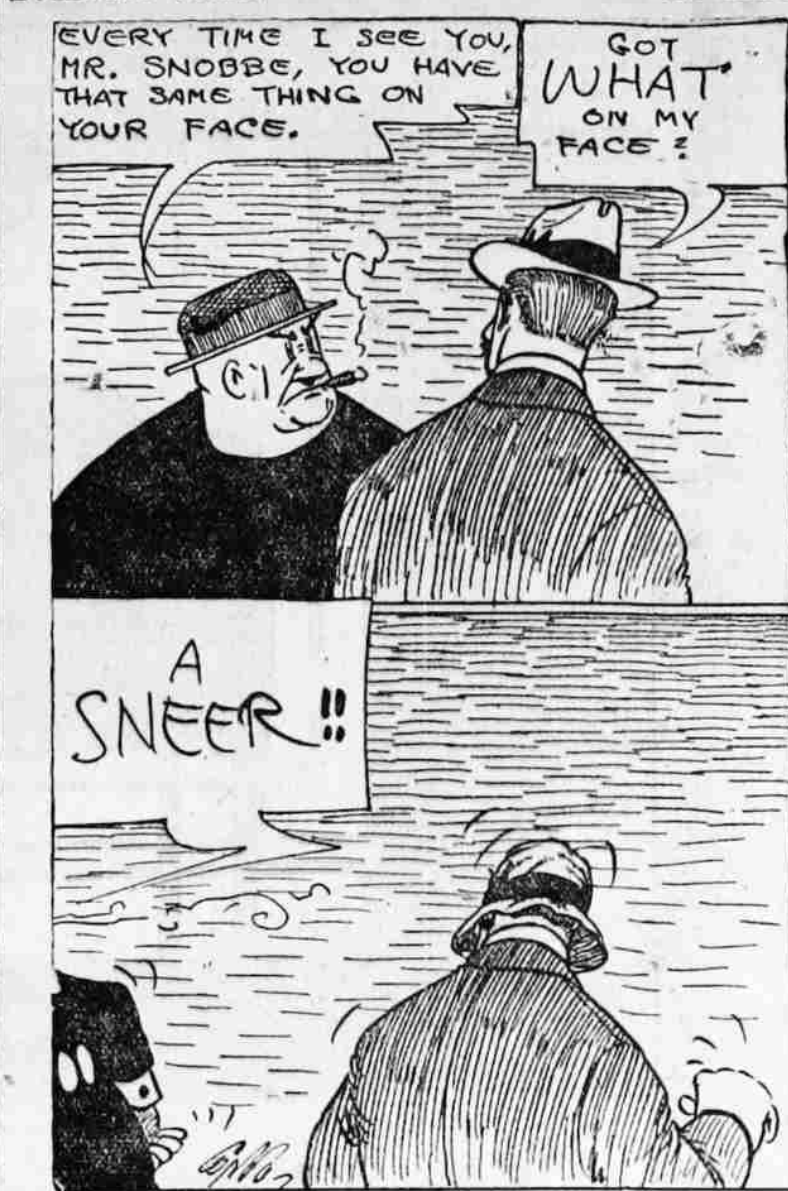
This throwing away of human lives has been going on since America first started to "speed up." The avoidable deaths in this country are equal to the casualty lists from a battlefield.

America has more murders and claims more victims by automobile accidents than all other countries combined.

Health Hint: This "Cross Crossings Carefully" slogan is for auto drivers instead of engineers.

One fool bigger than a big fool is a fool who laughs at his wife's last year's dress.

EVERETT TRUE



BY CONDO

Legal Murders

BY ALEXANDER HERMAN.

In the death house at Sing Sing in a prisoner about whose guilt there recently has developed considerable doubt. He is Rutger B. Warder, saved from the chair by an operation. Under the anesthetic he mumbled time and again: "I never killed anybody." Will he be saved from the fate of Wiley J. Morris?

One Saturday, Mary Murphy, a domestic employed in Pontiac, Ill., went home to visit her family living six miles out of town. The next afternoon she started back walking along the railroad tracks.

She was last seen alive about two miles from Pontiac.

Eighteen days later her body was found near the tracks.

Suspicion was cast on Wiley J. Morris, who had left Bloomington, Ill., and was seen walking along the railroad on the afternoon that the girl disappeared.

He was arrested and charged with murder when blood stains were found on his clothes.

At the trial he proved that he left Bloomington because of a fight. The stains on his clothes were from the blood of his antagonist.

The jury did not believe the story. Morris was convicted and sentenced to death.

He protested his innocence to the last. With the noose around his neck, he cried:

"You murder me, you murder me, you murder me."

MORRIS ABSOLVED.
Some years later a gang of horse-thieves were rounded up.

There had been some discussion among them as to the number made a confession.

In it he told how they had assaulted and killed Mary Murphy. He gave a very graphic account of the crime, completely absolving Morris—who had never seen the girl!

TOMORROW: The ShumWay Case.

PHYSICAL DEFECTS OFTEN CAUSE CRIME

SAN FRANCISCO, June 21.—Physical deficiencies often are causes of criminal tendencies was the statement of Dr. Herman Adler, state criminologist of Illinois, in an address today before the International Association of Police Chiefs.

Dr. Adler told of one criminal who was reformed by a balanced diet which included a proper amount of sugar.

J. M. Thompson, Copenhagen, Denmark, finger print expert of international reputation, was a late arrival at the convention and is expected to express his opinion of the proposal of Walter C. S. Crosskey, convict, serving a life sentence at San Quentin, Calif., for murder, that the present finger print system be simplified. Crosskey suggests that but one finger print be taken and that studied exhaustively. A paper presenting his plan was read to the convention today.

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"You have been deceived in that, I fear."

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"Your sentiments betray the indiscretion of which madame your mother must have been guilty."

The brutally affronting words were speedily recalled.

A dead silence followed. Andre-Louis' wife was numb. He stood against all thought suspended in him, when time M. de Vilmorin's eyes continued fixed upon M. de La Tour d'Azyr's, as if searching there for a meaning that eluded him. Quite suddenly he understood the vile affront. The blood leaped to his face, fire blazed in his gentle eyes. A convulsive quiver shook him. Then, with an inarticulate cry, he leaped forward, and with his open hand struck M. le Marquis full and hard upon his sneering face.

In a flash M. de Chabrilane was on his feet, between the two men. Too late Andre-Louis had seen the trap. La Tour d'Azyr's words were but as a move in a game of chess, calculated to exasperate his opponent into some such counter-move as this—a counter-move that left him entirely at the other's mercy.

M. le Marquis looked on, very white save where M. de Vilmorin's finger-prints began slowly to color his face; but he said nothing more. Instead, it was M. de Chabrilane who now did the talking, taking up his preconcerted part in this vile game.

ROBBER CAPTURED IN EXCITING CHASE

CHICAGO, June 21.—After a spectacular hunt through the Masonic temple witnessed by hundreds of homebound workers, one of two robbers who had attempted to rob the offices of H. Klein and Sons, Belgian diamond brokers with a branch in New York, of diamonds valued at \$230,000, was captured Tuesday.

The other robber escaped with some of the jewels. After a hasty estimate of the loss it was said the missing diamonds are probably value at \$50,000.

The captured bandit gave his name as Harry Kallor, manager of the office, and Leopold Banger, a salesman were preparing to look up for the night when two men entered with pistols.

Klein and the salesman resisted and were severely beaten in the struggle which followed. The offices are on the thirteenth floor of the Mason's temple and the noise of the struggle attracted the attention of persons in the surrounding suites.

STRONG GUARD AT HEARING OF PRIEST
MONTREAL, June 21.—Extra constables were rushed to the court house today to hold back the throng that tried to press into the chamber where a hearing was being held on the sanity of Adelard Delorme, former priest, charged with the murder of his half-brother, Raoul, Ottawa university student, in this city last January.

Re-ordered, the court house guards threw a cordon around the building and took relations to the foot of the interior staircase. Most of the day was spent with testimony bearing on statements made by Delorme to newspapermen prior to his arrest. Several witnesses testified that he constantly emphasized the fact that he was mentally competent, and when he was counselled against raising this question, he became angry and accused newspapermen of omitting the most important part of his statements.

Now he is fighting against being sent to trial on the ground that he is mentally unfit to face a judge and jury.

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NEGRO ACCUSED OF ATTACK IS HANGED
SUMMIT, Mississippi, June 21.—Bob Collins, a negro, charged with having attempted an attack on a white woman near here several months ago was lynched by a mob today.

Marshall E. E. Blount, of Summit, captured the negro near Pontchartrac and took him to house of the young woman, who is said to have identified him as her assailant.

A mob quickly formed and the negro was taken from the marshal and hanged to a tree.

TELL your dealer you want to see a Fisk Tire beside any other he offers you. He has it in stock or can get it. See for yourself what the Fisk Tire has to offer in extra size and strength, how its resiliency compares when you flex the tire under your hand, how the depth of the non-skid tread looks beside other treads. This is the way to buy tires!

There's a Fisk Tire of extra value in every size for car, truck or speed wagon

Time to Retire? (Buy Fisk) FISK CORD TIRES

For your convenience, Seg-O-Milk comes in tall and baby sized cans. It keeps and its quality is guaranteed. Ask your grocer to supply you with this economical milk.

CREAM'S ONLY RIVAL

SCARAMOUCHE

by Rafael Sabatini

BEGIN HERE TODAY.
Idealistic and sensitive, Philippe de Vilmorin, divinity student, was filled with horror when he learned of the brutal shooting of the peasant Mabey, discovered poaching on the estate of the great noble, the Marquis de La Tour d'Azyr. With his young lawyer friend,

Andre-Louis Moreau, he appealed for justice to the rough but good-hearted Quintin De Kercadious, lord of Gavrilac, who is popularly believed to be the father of Andre-Louis. The marquis was present at the interview and Andre-Louis learned with horror that he was suing for the hand of the young and beautiful Alaine De Kercadious, the niece of Gavrilac.

At the request of the marquis the discussion of the death of Mabey is continued in the inn. There was something sinister in the marquis' attitude which made Andre-Louis fear for Philippe.

GO ON WITH THE STORY.
"It seems, monsieur, that I must refresh your memory." The Marquis directly faced M. de Vilmorin. "You spoke, monsieur—and you spoke very eloquently, too eloquently almost. It seemed to me—the infancy of such a deed as the act of summary justice upon this thieving fellow Mabey. Infamy was the precise word you used. You did not retract that word when I had the honor to inform you that it was by my orders that my gamekeeper Benet proceeded as he did."

M. de Vilmorin's fine face wore a look of perplexity. He did not understand the drift of this.

"It occurs to me, M. le Marquis, in view of your readiness to assume responsibility, that you must believe in some justification for the deed which is not apparent to myself."

"That is better. That is distinctly better." The Marquis took snuff delicately, dusting the fragments from the fine lace at his throat. "When I tell you that for months past I have been annoyed by similar depredations, you will perhaps understand that it had become necessary to employ a deterrent sufficiently strong to put an end to them. And there is more than that. It is not the poaching that annoys me so much as the contempt for my absolute and inviolable rights."

There is, monsieur, as you cannot fail to have observed, an evil spirit of insubordination in the air, and there is one only way in which to meet it. To tolerate it is to show leniency, however leniently disposed, would entail having recourse to still harsher measures tomorrow. If anything in what I have said is still obscure to you, I refer you to the game laws, which your lawyer friend there will expound for you at need."

Are there in the world no laws but game laws? he demanded, angrily. "Have you never by any chance heard of the laws of humanity?"

The Marquis sighed wearily. "What have I to do with the laws of humanity?" he wondered.

M. de Vilmorin looked at him a moment in speechless amazement.

"Nothing, M. le Marquis. That is—alas!—too obvious. I hope you will remember it in the hour when you may wish to appeal to those laws which you now deride."

"Of your charity, spare me a sermon, M. l'abbé!"

"You mock, monsieur. You laugh. Will you laugh, I wonder, when God presents His reckoning to you for the blood and plunder with which your hands are full?"

"Revolutionist!" said M. de Marquis, contemptuously. "You have the effrontery to stand before my face and offer me this stinking cant of your modern so-called intellectuals!"

"If it cant, monsieur? Is it cant that the feudal grip is on all things that live, crushing them like grapes in the press, to its own profit. And do you think in your pride that France, this Job among the nations, will suffer it forever?"

"Do you see nothing of the gathering clouds that herald the coming of the storm? The Third Estate, which you despise, will make an end of this canker of privilege that is devouring the vitals of this unfortunate country."

"M. l'abbé," said the Marquis, "you have a very dangerous gift of eloquence. I can conceive of men being swayed by it. Had you been born a gentleman, you would not so easily have acquired these false views that you express."

M. de Vilmorin started blankly, uncomprehending.

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M'CORMICK GETS DIVORCE PAPERS

Action Taken to Mean H. Intends to Marry Ganna Walska

CHICAGO, June 21.—Harold McCormick, head of the executive committee of the International Harvester company, Tuesday, received a exemplified copy of the decree of divorce obtained last January by his wife, Mrs. Edith Rockefeller McCormick, daughter of John D. Rockefeller. With the decree was an exemplified copy of the record in the case.

The records were delivered when Mr. McCormick was at the Wesley Memorial hospital recovering from an operation performed a week ago by Dr. Victor D. Lomplasse, widely known for his research work in the field of rejuvenation, accomplished through glandular operations.

PURPOSES UNKNOWN.
Considerable mystery was thrown about the procuring of the record, it being pointed out by the court that the certified copies might be used in other states or in Europe as documentary evidence of the divorce, should it become necessary to produce such evidence, as in procuring a marriage license. This rumor that Mr. McCormick, who married himself or his 17-year-old daughter, Mrs. Ganna Walska, but his attorney, John P. Wilson, denied that this was the reason for procuring the records.

At the Wesley hospital Mr. McCormick, sitting up in bed, received the divorce papers. He had been in the hospital since the afternoon of his operation and had been recovering from it for some time. He had been in the hospital since the afternoon of his operation and had been recovering from it for some time.

And what was the latest from Madame McCormick? He had been in the hospital since the afternoon of his operation and had been recovering from it for some time. He had been in the hospital since the afternoon of his operation and had been recovering from it for some time.

HARDWARE SALES DEPEND ON CROP
CHICAGO, June 21.—The hardware industry is dependent upon the success of agriculture and the success and reverses of the farmer are immediately reflected in the running of the hardware business. E. H. Healy of Dubuque, Iowa, president of the National Retail Hardware association, said in addressing the third annual convention here, "What we need more than anything else," he said, "is to win back the confidence of the buying public, especially the farmers. It has been proved that the average net return for the farmer the last year has been less than four per cent on his investment."

CARAVAN OF BOOZE AUTOMOBILES SEIZED
MONTEREY, Calif., June 21.—Fourteen passenger automobiles and two automobile trucks loaded with liquor and eight men were captured by revenue officers near Point Lobos, Calif., Tuesday after a fight during which about 100 shots were fired. None of the revenue men was wounded.

The liquor was landed at Point Lobos during the night from a small steamer which put out to sea after her cargo had been landed. Most of the seized cars were of the expensive type. One of the trucks contained 200 cases of liquor.